

# UNIVERSAL ACCESS

ENGAGING THE  
COMPLEXITY OF  
WEB ACCESSIBILITY  
THROUGH  
COLLABORATION

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TEMPLE UNIVERSITY


TWITTER HASHTAG

#ADALIB

# GAMEPLAN



Image by RobSwatski. Available at <https://flic.kr/p/cK7qFw>



# WHO IS ACCESSIBILITY FOR?

Image by Jerry Wong. Available at <http://flic.kr/p/drmYif>



# WHO IS ACCESSIBILITY FOR?

- Members of the University community who self-identify as disabled
  - 4% of Temple
- Members of the University community who do not self-identify as disabled with the University
- The world at large

**Web**

Images

Shopping

Videos

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Search tools

About 560,000,000 results (0.42 seconds)



## Home - Business Plans - Research Guides at Rutgers Uni...

[libguides.rutgers.edu](http://libguides.rutgers.edu) › Research Guides ▾ Rutgers University ▾Resources for SBDC workshop on writing a **business plan**.

## No. 25 Subject Guide - Business Plans - Thomas J. Long B...

[www.lib.berkeley.edu/.../bbg...](http://www.lib.berkeley.edu/.../bbg...) ▾ University of California, Berkeley Libraries ▾Jump to **Market Research** - See also the Long Library's Market **Research Resources Guide**. Many detailed market **research** reports can be found in the ...

## Business Plan Research Guide: NCSU Libraries

[www.lib.ncsu.edu/business/plan](http://www.lib.ncsu.edu/business/plan) ▾ North Carolina State University ▾**Business Plan Research Start Guide**. Librarian: Jennifer Garrett. Here are some recommended resources for starting your **research**, organized around the types ...

## Home - Business Plan Research Guide - LibGuides at Bab...

[libguides.babson.edu](http://libguides.babson.edu) › LibGuides ▾ Babson College ▾Oct 24, 2013 - This is a **guide** to some of the most helpful sources for developing a



The power of the Web  
is in its universality.

**Access by everyone  
regardless of disability  
is an essential aspect.**

*Tim Burners-Lee*





# ACCESSIBILITY AND THE LAW





Image by JeepersMedia. Available at <http://bit.ly/1gHAN2r>






A large, light-colored stone statue of a lion, the Nittany Lion, is the central focus. It is perched on a large, rough-hewn stone block. The background is filled with dense green foliage and trees, suggesting an outdoor setting. The lighting is bright, casting shadows on the stone.

# ACCESSIBILITY AT PENN STATE

Image by Penn State University. Available at [facebook.com/pennstate](https://facebook.com/pennstate)





*...gratuitously denied  
its blind students and  
faculty equal access to  
information and thereby  
to an equal education  
opportunity...*




Image by Penn Brad K. Available at <http://bit.ly/NpG4Uz>





*...in addition to resolving problems at Penn State, this will serve as a wake-up call. We hear these kinds of complaints from students and faculty all over the country...*





*“we’re hoping that the  
Penn State [complaint]  
will have a wide  
impact and that it will  
be a wake-up call for  
other universities*

*Chris Danielsen*

The background of the image features a close-up of a bronze octagonal seal of Temple University, which includes the text 'TEMPLE UNIVERSITY' and 'PHILADELPHIA' around a central emblem. To the right, a red banner with a white Greek letter sigma (Σ) is visible. The text 'ACCESSIBILITY AT TEMPLE' is overlaid in a dark blue, bold, sans-serif font.

# ACCESSIBILITY AT TEMPLE

Image by Temple University. Available at [instagram.com/templeuniv](https://www.instagram.com/templeuniv)



## Ask a Librarian

Name:

Your question:

ASK

## UPDATE TO LIBRARY

## Quick Links

[Ask a Librarian](#)  
[Contact Us](#)  
[Course Reserve](#)  
[Database Guide](#)  
[Diamond Catalog](#)  
[E-ZBorrow](#)  
[Find Articles by Citation](#)  
[How Do I...?](#)  
[ILLiad](#)  
[Journal Finder](#)  
[RefWorks](#)  
[Request Forms](#)  
[Research Guides](#)  
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[Videos](#)
[Reserves](#)
[Guides](#)
[More](#)

Summon: easily discover library content

What is Summon?

Advanced Search

## News & Commentary

The System Is Down: Could it be space weather?

03/07/2014

Welcome Caitlin Shanley

03/04/2014

America's Other Deficit - The Innovation Deficit

02/27/2014

It's For the Birds

01/31/2014

See [All Library Blogs](#)



**Apply for the Library Prize for Undergraduate Research by March 26!**



**Public Programs at Paley--March 11--An Artist Talk with Hank Willis Thomas**



**Book Club at Paley--Yellow Birds--March 25**

Join Temple Book Club to discuss Kevin Powers's *The Yellow Birds*, this year's One Philadelphia Philanthropy selection

[Read more](#)

[See All Highlights](#)  
[See All Programs & Events](#)

**Temple University**

**University Libraries**

[See all library locations](#)

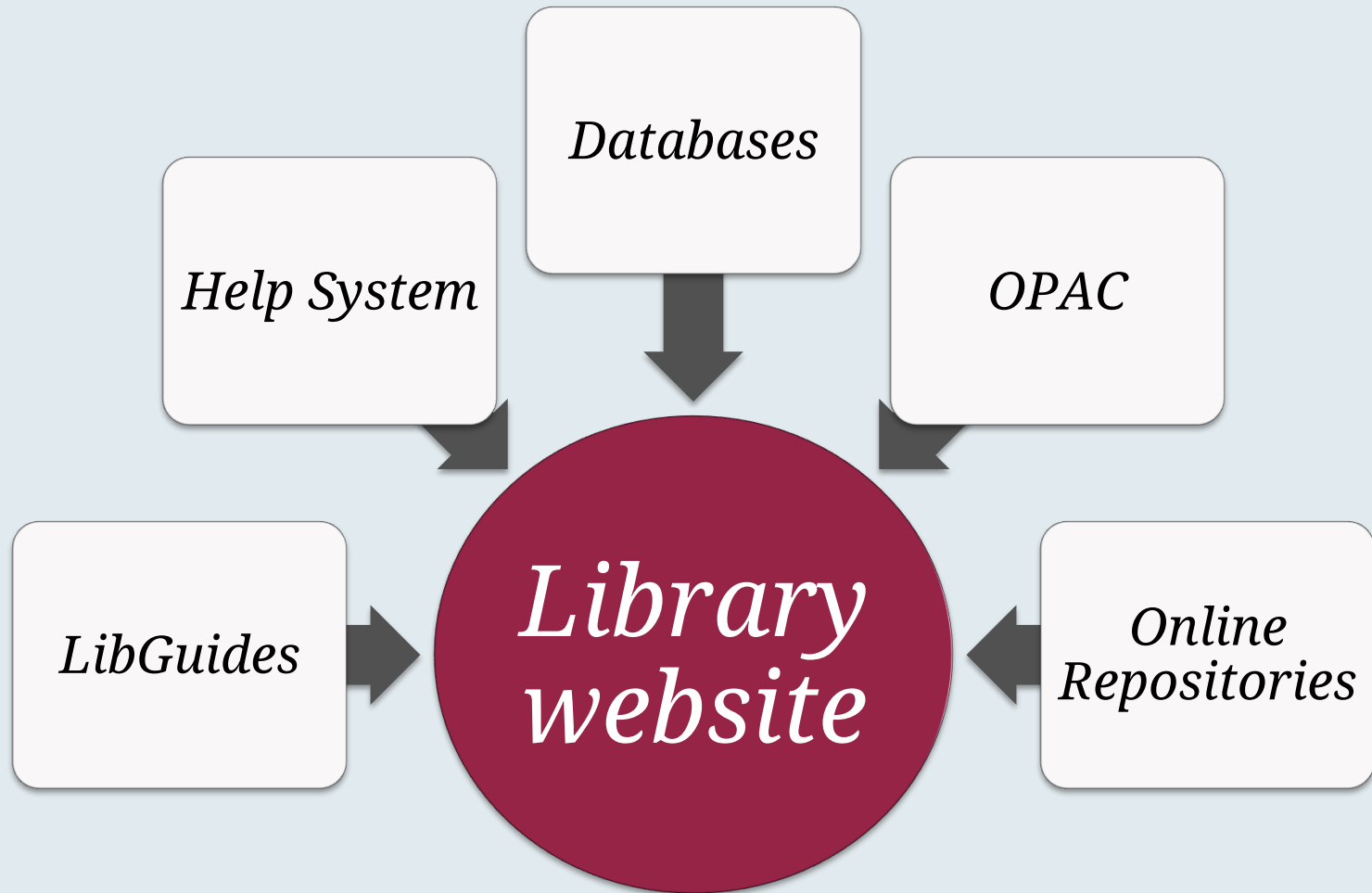
[Library Directory](#)

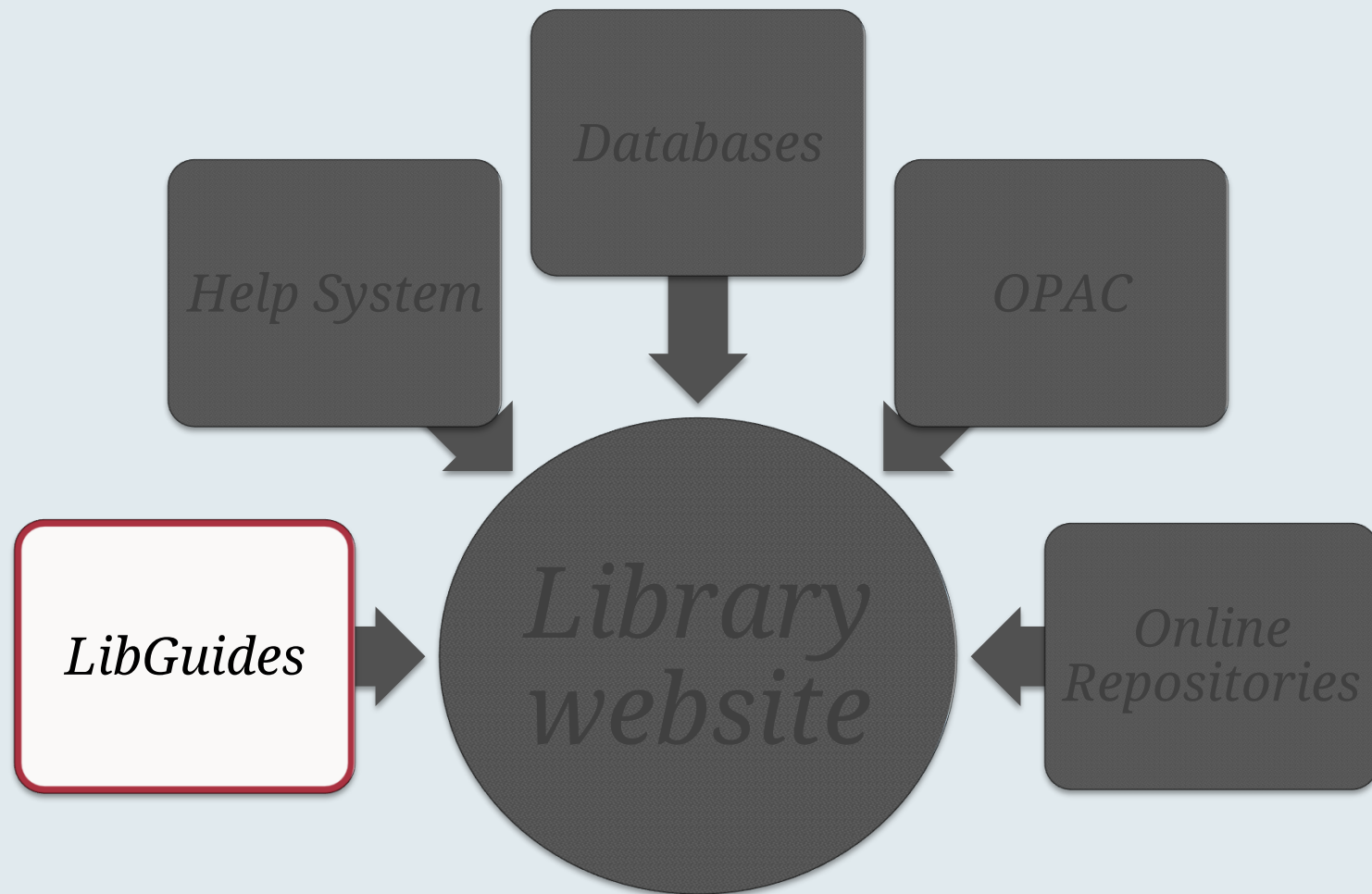
[Locations and Directions](#)

[Frequently Called Numbers](#)



SEARCH THIS SITE:







# OUR APPROACH

Cross-departmental collaboration



Address System issues FIRST



Create internal guidelines



Train content creators



Incorporate into yearly goals

# BEST PRACTICES

Image by Glen Bowman. Available at <https://flic.kr/p/6jMzNX>

**I D E N T I F Y**



**W H O I S I N C H A R G E**



# COLLABORATE





**ESTABLISH  
GOALS  
&  
REALISTIC  
TIMEFRAMES**



**Approximately how many guides are you responsible for? \***

- ☐ 0-5
- ☐ 5-10
- ☐ 10-15
- ☐ 15-20
- ☐ More than 20

**Approximately how much time have you spent remediating your guides including the Edit-a-Thon?\***

- ☐ 1-2 hours
- ☐ 3-5 hours
- ☐ 5-10 hours
- ☐ 10 hours or more



I have spent over  
200 hours or more  
on this project already  
and have much more  
than that to come.

*survey responder*

# MAINTAIN OPEN COMMUNICATION





# CHOOSE USER- FRIENDLY TOOLS





# WAVE

**web accessibility evaluation tool**





*Web page address...*



Powered by [WebAIM](#)

## Important WAVE Icon Key

Below is a key to reading and understanding some of the most helpful, important WAVE icons in evaluations.

Icon	What is it?	What does it mean?	What do I do?
	Alt text missing	An image with no alt text has been detected on the page.	Add descriptive alt text to the image. See the "Alt text" section of the ADA LibGuide for more information on best practices for alt text creation:  <a href="http://guides.temple.edu/ada">http://guides.temple.edu/ada</a>
	Alt text on image in link missing	An image being used as a link, and which has no alt text associated with it has been detected on the page.	Add descriptive alt text to the image. See the "Alt text" section of the ADA LibGuide for more information on best practices for alt text creation:  <a href="http://guides.temple.edu/ada">http://guides.temple.edu/ada</a>
	Alt text suspicious	An image with potentially incorrect, incomplete, or otherwise unhelpful alt text has been detected on the page.	Alt text should describe what is presented by an image, briefly and accurately with a short phrase.  Phrases describing the fact that an image is an image, such as "picture of" or "image of" are considered unnecessary for accessibility and may cause this icon to appear if used in an image's alt text.
	Heading possible	A piece of text appears to be used as a section heading, but is not using accessible	If the content flagged with this icon is intended to serve as a section heading, consider dividing it into a separate box to ensure that content is easy to read. If you must create a subsection within your boxes, use the



A photograph of a colorful wooden picnic table in front of a teal wall. The table has a dark brown top and legs painted in yellow, green, and purple. A window with a white frame and orange trim is visible in the background. The text "PROVIDE (A LOT OF) TRAINING" is overlaid on the image in a dark blue, bold, sans-serif font.

# PROVIDE (A LOT OF) TRAINING

Image by Melissa Delzio. Available at: <http://flic.kr/p/kyrN7v>

## ADA Compliance Guidelines LibGuides

ADA compliance guidelines for LibGuides Content Editors

Last Updated: Jan 6, 2014 | URL: <http://guides.temple.edu/ada> | [Print Guide](#) | [Email Alerts](#)

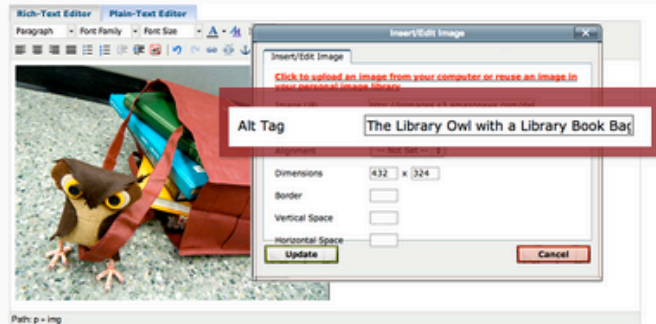
[Home](#) | [Comments\(0\)](#) | [Print Page](#)

Search:  [This Guide](#)

### Alt Text

When adding an image to a LibGuides page, always make sure to put a meaningful description into the alternative text, or "alt tag" of the image.

The alt tag is a brief description of the image and its purpose on the page. Remember that the users who will be seeing the alt tag will likely not be able to see the image, so be sure to include all relevant information about the image's appearance here.



For best practices on creating alternative text, please consult the [ALT Text Guidelines Google Document](#) (opens in a new window).

[guides.temple.edu/ada](http://guides.temple.edu/ada)

### Video Content

Make sure that any videos you wish to include on a guide have closed captions.

Closed captions must accurately relate everything spoken as well as all relevant background noises and sound effects, and users must have the ability to turn them on or off during playback. Many videos on Youtube come with accurate closed captions. Any videos that you create should be uploaded to Ensemble, as these videos will be sent out for captioning automatically within a few days of being uploaded.

### ADA Compliance Slideshow

-  [ADA Compliance and LibGuides \[PPT\]](#)
-  [ADA Compliance Guidelines \[PDF\]](#)

### Temple University ADA Documents

- [Accessibility from Web Communications at Temple University](#)

[Comments \(0\)](#)

### Questions?

- [Contact Chris Doyle](#)
- [Contact Jackie Sipes](#)

4. Copy the link to the screen-reader version of the LibGuide from the address bar of your browser, as shown below.



5. Go to <http://wave.webaim.org/> to use the WAVE evaluator. Paste the screen-reader version of the LibGuide's link that you just copied into the Web page address box of the WAVE evaluator tool, then hit "Enter."





**How did you learn about ADA guidelines? Check all that apply. \***

- ☐ Attended July training session
- ☐ Reviewed ADA Libguide at [guides.temple.edu/ada](https://guides.temple.edu/ada)
- ☐ Reviewed handout received at July training
- ☐ Attended Edit-a-Thon in December
- ☐ Sought one-on-one help from a colleague
- ☐ Did independent research on web accessibility

OVER 70% REPORTED  
LEARNING ABOUT  
ADA GUIDELINES  
MULTIPLE WAYS

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OVER 70% REPORTED  
LEARNING ABOUT  
ADA GUIDELINES  
MULTIPLE WAYS

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EDIT-A-THON AND  
HANDOUTS WERE  
MOST POPULAR





The edit-a-thon was  
hugely beneficial.  
Expecting us to apply  
ADA guidelines on our  
own and update guides  
accordingly is time  
consuming and...



...requires the assistance of our more tech savvy staff. It was good to have time set aside for us to ask questions and help each other.

*survey responder*

# FOLLOW-UP



Image by gfpeck. Available at <https://flic.kr/p/8ymgpWpg>



**How have you dealt with video content that does not meet ADA guidelines? (Check all that apply)\***

Note: This largely refers to any videos on non-compliant platforms like Vimeo or videos that lack closed-captioning or transcripts.

- ☐ Linked to it rather than embedding it
- ☐ Deleted it
- ☐ Created my own compliant version for hosting on Ensemble
- ☐ Asked video creator to include closed captioning (CC)
- ☐ Left it up as it's a video from one of our vendors
- ☐ Other:

**Have you eliminated any content in order to apply ADA guidelines?\***

- ☐ Yes, I've eliminated content because it did not meet ADA guidelines.
- ☐ Yes, I've eliminated content, but sought creative ways to reintroduce similar content in an accessible format.
- ☐ I have not eliminated any content.

**67% ADMITTED TO  
ELIMINATING CONTENT  
FROM GUIDES IN  
ORDER TO APPLY  
ADA GUIDELINES**



**RECOGNIZE  
LESS  
/S  
MORE**

Image by Thomas Friol. Available <https://flic.kr/p/dgLQUw>



**How has your approach towards creating online content changed since learning about ADA guidelines? Check all that apply. \***

- ☐ My approach has not changed.
- ☐ I use less embedded media (videos, photos, etc.).
- ☐ I link to reuseable content either created by me or a colleague, reducing the amount of time spent checking new content (e.g. boxes you've created and use repeatedly, search boxes in the box repository).
- ☐ I consider accessibility at the beginning of the design or content creation process.
- ☐ I now aim to create content that is universally accessible to all.
- ☐ Other:

**S O , H A S A N Y T H I N G  
R E A L L Y C H A N G E D ?**

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**S O , H A S A N Y T H I N G  
R E A L L Y C H A N G E D ?**

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**N O T S O M U C H ,  
U N F O R T U N A T E L Y**



J U S T O V E R H A L F O F  
G U I D E S C R E A T E D  
S I N C E E D I T - A - T H O N  
D I D N O T I N C L U D E  
A L T - T E X T

LOOKING AHEAD



# QUESTIONS?

T H A N K   Y O U !